

CLAIMS

We claim:

1. A method of creating a mental impression of compatible industrial automation devices, the method comprising:
housing the devices in substantially transparent housings to create a visual impression; and
promoting the visual impression as indicative of compatibility to create the mental impression of compatible industrial automation devices.
2. The method of claim 1 wherein the transparent housings are tinted.
3. The method of claim 2 wherein the housings are tinted a shade of green.
4. The method of claim 1 wherein portions of the housings are not substantially transparent.
5. The method of claim 4 wherein the housings have a front face plate and the front face plates are not substantially transparent.

6. A method of formulating a mental impression of compatible industrial automation devices, the method comprising:

housing the devices in substantially transparent housings to formulate a visual impression;

operatively interconnecting the devices; and

promoting the visual impression as indicative of compatibility to formulate the mental impression of compatible industrial automation devices.

7. The method of claim 6 wherein the transparent housings are tinted.

8. The method of claim 7 wherein the housings are tinted a shade of green.

9. The method of claim 6 wherein portions of the housings are not substantially transparent.

10. The method of claim 9 wherein the housings have a front face plate and the front face plates are not substantially transparent.

5

10

15

20